

**Rettelsesblad til studieordningen for Cand.negot.-uddannelsen med arabisk, engelsk, fransk, spansk eller tysk 2007 (rev. 2009 og 2010.)**

**Vedtaget i Cand.negot.-studienævnet 19. maj 2011**

**Godkendt af dekanen for Det Humanistiske Fakultet den 23. august 2011**

Fagbeskrivelsen for faget International Management ændres til følgende:

|  |   |                             |  |
|--|---|-----------------------------|--|
| <b>International Management<br/>(International Management)</b> |   | Teaching activity no.:      |  |
| <b>Study:</b>  | The Master's Programme in Business, Language and Culture, Cand.negot. |                             |  |
| <b>ECTS:</b>   | 10 ECTS   | <b>City:</b>                | Odense                                 |
| <b>Semester:</b>   | 2nd semester (Arabic line: 3rd semester)                              | <b>Institute:</b>           | Department of Marketing and Management |
| <b>Language of instruction:</b>                                | English   | <b>Responsible teacher:</b> | Bo H. Eriksen                          |
| <b>Approved:</b>   | 19th of May 2011  |                             |  |

**a. Duration**

45 hours in the 2<sup>nd</sup> semester (the 3<sup>rd</sup> semester for those taking Arabic). Weighting: 10 ECTS

**b. Aims**

The course aims at developing students' understanding of the challenges that are related to managing a multinational firm. A multinational firm is a firm that operates in more than one national market, and often several national markets. Multinational firms are therefore exposed to more complex environment than purely domestic firms that present unique changes in terms of their choices of strategies and organization.

The course enables students to identify the key issues confronting a multinational firm, to provide a structured analysis based on solid theory, and to develop recommendations concerning the choice of international business strategy and organization.

Students develop skills that are useful for understanding and solving problems in a multinational firm. They learn to identify and reflect over key management issues and develop recommendations for action based on solid and structured analysis. These skills are relevant for students seeking a career with multinational firms or consulting firms that advise multinational firms on issues of international strategy and organization.

**c. Course content**

The course focus is on three critical issues in international management:

- (1) The business and corporate strategies of multinational firms. This includes global vs. international strategies, choice of entry mode and internalization strategies
- (2) The organization of multinational firms. This includes consideration of alternative organizational forms, structures and processes used to organize multinational firms.

(3) Management of international human resources. This includes consideration of human resource management strategies (SHRM), comparative analyses of employment systems and institutions, and cultural differences.

**d. Forms of instruction**

Teaching takes place as traditional lectures, structured home study, workshop sessions for teaching and reporting back. The language used in teaching is usually English.

**e. Syllabus**

The course materials are a mix of journal articles, book excerpts, and cases. The reading list is announced at the beginning of the semester.

**f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1.

**g. Examination requirements**

Examination form: A set home assignment (take home)  
Duration: 24 hours  
Length: Max. 10 pages, 1 ½ line spacing and 12 pitch font.  
Multiple participants: No  
Second examiner: External (guest students: none)  
Assessment: 7-grade scale  
Weighting: 10 ECTS